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FUCHSIA

INTRODUCTIONS

Offered by

LA ROCHETTE NURSERY

VICTOR REITER, JR.

**1195 Stanyan Street
San Francisco 17,
California**

LOmbard 6-2929

Since 1937 La Rochette Nursery has been presenting annual lists of new fuchsia introductions. For 1950 we are again presenting our latest creations and we hope our customers will continue to approve our selections.

In 1950 we are offering four new fuchsias from our test field and we are applying for patents on all of them. Consequently our customers can be assured of genuine plants when they are accompanied by the patent labels supplied by us.

This season the four varieties presented were selected from among two thousand seedlings growing in our test field. Selection among the many beautiful seedlings proved difficult but we were determined to choose only varieties outstandingly distinct from forms already in cultivation.

Our 1950 offerings are not intended to replace existing varieties because of slight improvements but are intended to extend the range and to supply the fuchsia lover with something distinctly new and different. These new offerings are not meant to serve all purposes and we suggest that you also consult our General List for tried old favorites.

Every attempt is made to supply good stock true to name and free from pests and disease. Packing and shipping is carefully and expertly done . . . No effort will be spared to maintain the standard of quality which La Rochette has set for over a decade.

1950 REITER INTRODUCTIONS

Victor Reiter, Jr. respectfully presents four new fuchsias for the 1950 season. We hope you will continue to approve his selections.

The Belle of '50

CRINOLINE (Reiter, Jr. — *Patent applied for*) A large puffy double of exquisite rosy cast somewhat reminiscent in color to our earlier variety, Seventeen, but much larger and somewhat paler. The tube and broad sepals are rosy white tipped green and the deeper colored double petals are of a clear rose (HCC 29/3) and they are so placed and of such heavy substance that they appear to bulge; hence the name Crinoline.

The plant is of strong upright branching habit with heavy wood and small thick healthy foliage. We have subjected it to our tough field test and although the plant was buffeted by dry winds and the flowers were damaged it stood up well. However, a fine flower like Crinoline deserves cool shady conditions to bring out its best size and color. Absolutely different and the finest pastel colored fuchsia we have ever offered.

It's Heavenly

NEW HORIZON (Reiter, Jr. — *Patent applied for*) A large double-flowered variety with crispy light blue petals and pale rosy sepals. It has the typical healthy foliage and growth of the dark purple varieties but its flowers are of the palest blue and rose.

The symmetrically placed petals are pale Methyl Violet (HCC 39/2) fading toward the center through palest Lobelia Blue (HCC 41/3) to pale Hyacinth Blue (HCC 39/2). The tube and the large upturned claw sepals are of the palest rose and this color extends and merges into the Lobelia Blue of the petals. The perky flower is of perfect form and a clean pale coloring that fades well and remains attractive to the end.

A flower of delicate yet sparkling quality. Strong healthy and easy but like all fuchsias approaching the light blue shades it should be grown cool for best color.

You Can Gamble On It

ROULETTE (Reiter, Jr. — *Patent applied for*) A semi-trailing plant of excellent vigor with brilliant double flowers in strong gay colors.

The fully double flowers have petals of intense Rose Madder (HCC 23/—) marbled pale rose at their base and the multiple sepals are pale rose fading to white toward their center.

The generous, fully double petalage of intense coloring nestled in a center of many radiating pale rose sepals makes this our hottest 1949 offering.

Roulette should be tried as a low climber or spreading basket as well as a staked bush or standard. It should be well suited to the warmer fuchsia areas.

A Weeping Beauty

NIOBE (Reiter, Jr. — *Patent applied for*) At last another eager trailer that sprawls and tumbles with branching abandon. In 1928 we offered Dr. Lagen's incomparable Cascade and in 1946 Reiter, Sr.'s unsurpassed Red Spider. Now, we offer Niobe another trailer which we hope will take its place with these time-honored stalwarts.

The large semi-double flowers have petals of the most intense Tyrian Rose (HCC 24/—) and the long spreading sepals are very pale rose, almost white. Actually Niobe can be compared to a darker semi-double flowered Cascade of larger size and of more bicolor intensity. Self-cleaning, self-branching and guaranteed to tumble without help.

1950 HANSON INTRODUCTION

Eureka!

AUNT JULIANA (Hanson) In addition to its Reiter originations La Rochette Nursery is privileged to offer an outstanding light blue sport of Uncle Jules which occurred at Hanson's Nursery of Eureka, California. Some folks have been kind enough to say that Victor Reiter, Jr.'s fuchsia, Uncle Jules, is the finest of all double purples but now, thanks to the alert eye of Mrs. Hanson, a branch of Uncle Jules carrying pale lavender blue flowers was discovered and perpetuated. Now, we have an exquisite light blue fuchsia identical to Uncle Jules in all other respects. We consider it sensational and we have been fortunate to make arrangements for the distribution of Aunt Juliana. The find of 1950.

RETAIL PRICES: For well grown plants from four inch pots:

All 1950 fuchsia introductions \$1.00 each.

All older varieties on general list 50¢ each.

Cash with order or express collect, packing free.

Minimum retail shipment \$3.50.

At Treasure Island in '39

GOLD MEDAL

Awarded to Victor Reiter, Jr.
for

FUCHSIAS



In 1948 THE AMERICAN
FUCHSIA SOCIETY recognized
Victor Reiter, Sr.'s. work posthu-
mously with a

MEDAL OF ACHIEVEMENT

*"For improvements in the garden
fuchsia through hybridization."*



In 1949 THE AMERICAN
FUCHSIA SOCIETY again honors
the Reiters with a

MEDAL OF ACHIEVEMENT

to Victor Reiter, Jr.

*"For his valuable work in fuchsia
hybridization."*

